1. A method for formatting information content transmitted to a mobile device from a Web server, the Web server storing a plurality of Web pages in a reduced format and a normal format, the method comprising the steps of:

receiving a Web page request from the mobile device;

determining if the request is for a reduced format Web page or a normal format Web page; and

if a mobile device access mode is turned on, transmitting the reduced format Web page to the mobile device.

2. The method of claim 1 wherein the reduced format Web page is in Wireless Mark-up Language format.

3. The method of claim 1 wherein the normal format Web page is in Hyper-Text Mark-up Language format.

4. The method of claim 1 and further including the step of transmitting to the mobile device a Web page comprising the mobile device access mode selection hyper-link.

5. The method of claim 4 and further including the steps of:

the mobile device receiving the mobile device access mode selection hyper-link;

selecting the mobile device access mode selection hyper-link; and

transmitting the selection to the Web server.

6. A Web server having a Hyper-Text Mark-up Language (HTML) format mode and a Wireless Mark-up Language (WML) format mode, the server comprising:

memory that stores data for processing;

storage media that stores Web processes and Web pages, the Web pages comprising a plurality of HTML format Web pages and a plurality of corresponding WML format Web pages;

a processor coupled to the memory and the storage media, the processor controlling the Web processes, a first Web process comprising a formatting process that transmits the plurality of WML format Web pages in response to a mobile device access mode indication from a mobile device; and

input/output devices coupled to the processor, the input/output devices coupling the Web server to a network.

7. The Web server of claim 6 wherein the input/output devices include a modem.

8. The Web server of claim 6 wherein the input/output devices include a monitor and keyboard.

9. The Web server of claim 6 wherein the network includes the Internet.

10. The Web server of claim 6 wherein at least one of the plurality of HTML format Web pages comprises a mobile device access mode hyper-link.

11. The Web server of claim 10 wherein the mobile device access mode hyper-link comprises means for accessing the WML format Web pages.

12. A Web server having a Hyper-Text Mark-up Language (HTML) format mode and a Wireless Mark-up Language (WML) format mode, the server comprising:

memory that stores data for processing;

storage media that stores Web processes and Web pages, the Web pages comprising a plurality of HTML format Web pages and a plurality of corresponding WML format Web pages, a first HTML format Web page comprising a mobile device access mode hyper-link;

a processor coupled to the memory and the storage media, the processor controlling the Web processes, a first Web process comprising a formatting process that transmits the plurality of WML format Web pages in response to a mobile device

access mode indication from a mobile device accessing the mobile device access mode hyper-link; and

input/output devices coupled to the processor, the input/output devices coupling the Web server to the Internet.

13. The Web server of claim 12 wherein the mobile device access mode hyper-link comprises a text hyper-link displayed on the first Web page.

14. The Web server of claim 12 wherein the first Web page comprises a pop-up window display having the mobile device access mode hyper-link within the pop-up window display.

15. The Web server of claim 12 wherein the first Web page comprises a graphic indication of the mobile device access mode hyper-link.

16. The Web server of claim 12 a first Web process of the Web processes comprises a process for determining whether a mobile device accessed the mobile device access mode hyper-link.

17. A system that formats World Wide Web content transmitted to a mobile device from a Web server, the Web server storing a plurality of Web pages in a reduced format and a normal format, the method comprising the steps of:

means for receiving a Web page request from the mobile device;

means for determining if the Web page request is for a reduced format Web page or a normal format Web page; and

if a mobile device access mode is turned on, means for transmitting the reduced format Web page to the mobile device.

18. The system of claim 17 wherein the mobile device access mode is turned on by the mobile device accessing a mobile device access mode hyper-link.

19. The system of claim 17 wherein the means for transmitting the reduced format Web page to the mobile device include a modem coupled to the Internet.

20. The system of claim 17 wherein the reduced format Web page is in the Wireless Mark-up Language format and the normal format Web page is in the HyperText Mark-up Language format.